

# MSU Park, Recreation and Tourism Internships

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Presentation to House Tourism Committee 12/9/15



# Key Concepts

- Experiential learning
  - Students learn
  - Students contribute
  - Students work with an organization that meets their career goals
- Broadening experience
  - Focus on range of tasks and responsibilities
    - Think and work like a manager
- Integrate with coursework, previous work and volunteer experiences
  - This is a capstone course/experience
  - Final bridge to graduation/employment in the field



# Significant Commitment

- 400 minimum hours on the clock
  - Most do more
  - Some are 24/7
    - Camps and other live-in facilities
    - Trips and expeditions
- 84% paid
  - Some pay with wages, some with scholarships
    - Paid looks stronger on resume, better in student's pocket
    - Many in remote locations also provide housing
  - I don't advise students to take an unpaid internship unless it is perfect for you
    - Students are worth the \$\$\$\$\$\$



# The Tourism System

- Includes business, government and non-profits
- Integrated network
  - Attractions
  - Services
  - Transportation
  - Goods
  - Planning and coordination
  - Marketing



# Michigan Government 2011-15

- Clinton County Parks & Green Space (St. Johns)
- MI DNR State Parks/Forests (Sleepy Hollow, Traverse City, Belle Isle, Leelanau, Burt Lake, Warren Dunes, Pinckney, Mackinac Island Historical Park)
- Sleeping Bear Dunes National Lakeshore (Empire)
- Ingham County Parks (Holt, Lansing, Haslett)
- Haslett High School Athletic Dept. (Haslett)
- Michigan Strategic Tourism Plan MSU (East Lansing)
- Michigan Economic Development Authority (Lansing)
- Michigan 4-H (East Lansing)
- US Forest Service (Munising, Mio, Baldwin)
- MI DNR State Forests (Grayling, Vanderbilt)
- MSU Athletics (Breslin Center)
- Lansing Parks and Recreation (Beekman Riding Center)



# Michigan Commercial 2011-15

- College Fields Golf Course (Okemos)
- Woods and Waters Eco-tours (Hessel)
- Leisure Unlimited (Royal Oak)
- Camp Walden (Cheboygan)
- Camp Tanuga (Kalkaska)
- Franklin Athletic Club (Southfield)
- Holiday Inn Express (Howell)
- Forest Akers Golf Courses (East Lansing)
- Boyne USA (Mountain, Highlands)
- Kellogg Center (East Lansing)
- Demmer Center Shooting Sports Facility (MSU)
- Meijer Gardens (Grand Rapids)
- Grand Hotel (Mackinac Island)
- Gateway Parks, LLC (Lansing)



# Michigan Non-Profits 2011-15

- Detroit Convention and Visitor Bureau (Detroit)
- Mason Area Chamber of Commerce (Mason)
- Livingston County CVB (Howell)
- Michigan Boating Industries Association (Livonia)
- Holland Convention and Visitor Bureau (Holland)
- Diamond Lake Yacht Club (Cassopolis)
- Howell Nature Center (Howell)
- Warner Memorial Camp (Grand Junction)
- Grand Haven CVB (Grand Haven)
- Michigan United Conservation Clubs (Lansing)



# Internships Beyond MI 2011-15

- Commercial
  - Big Gig Productions (NY)
  - Diablo Free Ride Mountain Bike Park (NJ)
  - Entertainment Cruises (IL)
  - Vagabond Cruises Hilton Head (SC)
  - Deer Valley Ski Resort (UT)
  - Big Sky/Yellowstone Club (MT)
  - Tan-Tar-A Resort (MO)
  - Red Mountain Resort (UT)
  - Power MMA Gym (CA)
  - PEP Incorporated (OH)
  - Sterling Resorts (FL)





# Internships Beyond MI 2011-15

- Government

- Bureau of Land Management (OR, AK)
- Georgetown County Parks & Recreation (SC)
- Greenbelt Recreation Center (NY)
- National Park Service (UT)
- US Forest Service (MT)

- Non-Profits

- Boojum Center (CA)
- Buffalo Bayou Partnership (TX)



# Results

- Direct full-time permanent employment resulted from internships for a number of students
  - Great way for employers to preview potential employee over long term with minimum compensation
    - If they perform well in internship, likely to do well when part of the permanent team
    - Special projects of interns were critical to gaining this full-time, permanent employment upon graduation
    - Tremendous for a portfolio to show the quality of individual's work to prospective employers

# Requirements

- Strongly support doing internship as a SENIOR
  - Full tool box, best resume, ready to enter full-time work force when internship complete
- **Student** finds internship, consults with internship coordinator
  - Clearly define your career goals and match to them to internship
  - Consider housing, wages, opportunity for future employment, personal interests (career, location, etc.) in decision
  - No flops in 142 interns in the past 7 years
  - 3-6 credits depending credits already completed



# Assignments

- Written career and internship goals
- Weekly reports
- Modules
  - Organization chart/mission statement evaluation
  - Evaluate key program or policy of organization
  - Evaluate community linkages/organization's sustainability efforts
  - Assessment of internship goal achievement, next steps in career
- Special project
  - Make a significant contribution to your employer
    - Beyond normal internship load with chance to SHINE!
- Mid-term and final site supervisor evaluation of intern
- Update resume
- Individualized attention to each student
  - Site visit by internship coordinator in MI or w/in 350 miles



## Questions

- For further information contact:  
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- Thank you!